

## Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 PER-03 LAB-04 SS-15 /040 W  
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R 151547Z AUG 75

FM AMEMBASSY KINGSTON  
TO SECSTATE WASHDC 8573

UNCLAS KINGSTON 3170

EO 11652: N/A

TAGS: BEXP, JM

SUBJECT: COMMERCIAL OFFICERS CONFERENCE -LATIN AMERICA  
SAN JUAN, SEPTEMBER 17-19, 1975

REF STATE 187328

ATTN JOHN SIMMONS, EB/CSB/OCA AND DAVID KATZ,  
OK/OIM/BIC

1. POST EXPECTS THAT CAROLYN KINGSLEY, CURRENTLY ON HOME  
LEAVE, WILL ATTEND CONFERENCE IN SAN JUAN

2. RE PARA 6A REFTEL, POST NOMINATES MRS. CARMEN C. LEWARS,  
COMMERCIAL SPECIALIST JUST PROMOTED IN AUGUST 1975  
METICULOUS, THOROUGH, AND IMAGINATIVE, MRS. LEWARS HAS DONE  
EIGHT MARKET RESEARCH STUDIES OVER THE PAST 4 YEARS WHICH  
COVERED DIVERSE INDUSTRIES SUCHA S FURNITURE, INDUSTRIAL  
SECURITY EQUIPMENT, PRINTING/GRAFIC ARTS EQUIPMENT,  
AND HEALTH CARE INDUSTRIES EQUIPMENT/INSTRUMENTATION.  
ALL HER SURVEYS PROVIDE CLEAR DESCRIPTIONS OF THE LOCAL  
MARKET, NEW SALES OPPORTUNITIES, COMPETITIVE CONDITIONS  
AFFECTING U.S. SALES, AND PARTICULARLY IMPORTANT, COMMENT  
ON AREAS WHERE U.S. EXPORTERS COULD IMPROVE PERFORMANCE  
TO INCREASE THEIR MARKET SHARE IN JAMAICA. POST FEELS THAT  
MRS. LEWARS WILL CONTRIBUTE TIMELY INPUT INTO PANEL "C" ON  
MARKET RESEARCH. AWARE OF USDOC' EMPHASIS ON TRADE  
EXPANSION, SHE HAS GENERATED NUMEROUS TRADE OPPORTUNITIES  
INCLUDING 12 TOS DURING HER HEALTH CARE STUDY ALONE

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3. DUTIES: COMMERCIAL REPORTING INCLUDING MARKET

RESEARCH STUDIES, DESCRIPTION OF SIGNIFICANT COMMERCIAL EVENTS AND FULFILLING CERP REQUIREMENTS. SHE ALSO SUBMITS INVESTMENT OPPORTUNITIES, WTDRS AND TRADE

OPPORTUNITIES AND ANSWERS COMMERCIAL INQUIRIES

4. MRS. LEWARS SUCCESSFULLY COMPLETED THE OCTOBER 1972 COMMERCIAL SPECIALIST TRAINING PROGRAM HELD IN SAN JOSE, COSTA RICA. IN ADDITION, SHE FINISHED THE USDOC FSL COMMERCIAL SPECIALISTS CORRESPONDENCE COURSE IN DECEMBER 1971 WITH ONE OF THE HIGHEST SCORES EVER AWARDED FOR A USDOC COMMERCIAL SPECIALIST CORRESPONDENCE COURSE. GERARD

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